



# **The Power of Prevention Summit:**

## ***A Convening of Leaders and Champions in Our Field***

**Presented by: Kerrilyn Scott-Nakai, CARS**

**Presented for: The Governor's Prevention  
Advisory Council**

**May 2, 2013**





# Power of Prevention Convenings

Two Summits:	Goal
<p><b>Summit #1, December, 2011</b></p> <ul style="list-style-type: none"><li>• 1 day</li><li>• State level representatives</li></ul> <p><b>Summit #2, February, 2013</b></p> <ul style="list-style-type: none"><li>• 2 days</li><li>• Local and state representatives</li></ul>	<p><i>To generate a common vision within the substance abuse prevention field for elevating and sustaining prevention efforts while concurrently ensuring linkages and integration with other comprehensive prevention efforts in the state.</i></p>



# Summit #2 Objectives

1

Identify opportunities to promote and elevate alcohol and drug prevention efforts within the broader prevention dialogue

2

Foster linkages between alcohol and drug prevention, and other prevention efforts of other key topical issues

3

Develop recommendations for ensuring that alcohol and drug prevention is considered in the development of comprehensive prevention and wellness efforts statewide and nationally

4

Form initial workgroups with the goal of developing a core advocacy and leadership group

# Summit Principles



● Seek

● Propel

● Stretch

● Collaborate

● Build

● Innovate



# A Model for Social Change: *Collective Impact*

## Stanford **SOCIAL INNOVATION** REVIEW

Informing and inspiring leaders of social change

NONPROFIT MANAGEMENT

### Channeling Change: Making Collective Impact Work

This follow-up on the popular "Collective Impact" article provides updated, in-depth guidance.

By Fay Hanleybrown, John Kania, & Mark Kramer | 2011 | Jan. 26, 2012

What does a global effort to reduce malnutrition have in common with a program to reduce teenage substance abuse in a small rural Massachusetts county? Both have achieved significant progress toward their goals: the **Global Alliance for Improved Nutrition** (GAIN) has helped reduce nutritional deficiencies among 530 million poor people across the globe, while the **Communities That Care Coalition of Franklin County and the North Quabbin** (Communities That Care) has made equally impressive progress toward its much more local goals, reducing teenage binge drinking by 31 percent. Surprisingly, neither organization owes its impact to a new previously untested intervention, nor to scaling up a high-performing nonprofit organization. Despite their dramatic differences in focus and scope, both succeeded by using a collective impact approach.

In the winter 2011 issue of *Stanford Social Innovation Review* we introduced the concept of "collective impact" by describing several examples of highly structured collaborative efforts that had achieved substantial impact on a large scale social problem, such as **The Strive Partnership**<sup>1</sup> educational initiative in Cincinnati, the environmental cleanup of the **Elizabeth River**<sup>2</sup> in

## Collective Impact

LARGE-SCALE SOCIAL CHANGE REQUIRES BROAD CROSS-SECTOR COORDINATION, YET THE SOCIAL SECTOR REMAINS FOCUSED ON THE ISOLATED INTERVENTION OF INDIVIDUAL ORGANIZATIONS.

BY JOHN KANIA & MARK KRAMER

Illustration by Martin Jarrie

The scale and complexity of the U.S. public education system has thwarted attempted reforms for decades. Major funders, such as the Annenberg Foundation, Ford Foundation, and Pew Charitable Trusts have abandoned many of their efforts in frustration after acknowledging their lack of progress. Once the global leader after World War II the United States had the highest high school graduation rate in the world—the country now ranks 18th among the top 24 industrialized nations, with more than 1 million secondary school students dropping out every year. The heroic efforts of countless teachers, administrators, and nonprofits, together with billions of dollars in charitable contributions, may have led to important improvements in individual schools and classrooms, yet system-wide progress has seemed virtually unobtainable. Against these daunting odds, a remarkable exception seems to be emerging in Cincinnati. Strive, a nonprofit subsidiary of KnowledgeWorks, has brought together local leaders to tackle the student achievement crisis and improve education throughout greater Cincinnati and northern Kentucky. In the four years since the group was launched, Strive partners have improved student success in dozens of key areas across three large public school districts. Despite the recession and budget cuts, 34 of the 53 success indicators that Strive tracks have shown positive trends, including high school graduation rates, which have risen from 78 percent in 2007 to 84 percent in 2010. Strive's success is the result of a carefully structured process, Strive focused the entire educational community on a single set of goals, measured in the same way. Participating organizations are grouped into 15 different Student Success Networks (SSNs) by type of activity, such as early childhood education or tutoring. Each SSN has been meeting with coaches and facilitators for two hours every two weeks for the past three years, developing shared performance indicators, discussing their progress, and most important, learning from each other and aligning their efforts to support each other.

300 leaders of local organizations agreed to participate, including the heads of influential private and corporate foundations, city government officials, school district representatives, the presidents of eight universities and community colleges, and the executive directors of hundreds of education-related nonprofit and advocacy groups.

These leaders realized that fixing one point on the educational continuum—such as better after-school programs—wouldn't make much difference unless all parts of the continuum improved at the same time. No single organization, however innovative or powerful, could accomplish this alone. Instead, their ambitious mission became every stage of a young person's life, from "cradle to career."

Strive didn't try to create a new educational program or attempt to convince donors to spend more money. Instead, in the same way.

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# Using Principles of *Collective Impact* to Ground the Work

- Common Agenda: shared vision for change
- Shared Measurement: collecting data and measurement results consistently
- Mutually Reinforcing Activities: activities are differentiated while still being coordinated with a common plan of action
- Continuous Communication: consistent and open communication
- Backbone Support: a separate organization with staff and skills to coordinate and support entire initiative





# The Two Day Plan

- Hear from leaders in the field, both practical and visionary
- Consider prevention across issues, agencies and strategies
- Contemplate recommendations for prevention strategies relevant at local, state, and national levels
- Discuss concrete next steps toward cross-system prevention planning

# Who Attended

- **County AOD Administrators and Prevention Coordinators**
- **Other County Prevention Planners**
  - e.g. MH PEI Coordinators, Public Health Coordinators and TUPE Coordinators
- **Community-Based Prevention Planners and Practitioners**
- **Representatives From Relevant National and Statewide Prevention Initiatives**
  - e.g. Community Transformation Grants, and California Friday Night Live Partnership, School Based Health Centers
- **Researchers and Leaders in the Field**
- **State and Federal Agency Representatives**
  - e.g. California Department of Alcohol and Drug Programs, Department of Health Care Services, California Health and Human Services Agency, California Department of Education, California Department of Public Health, and the Substance Abuse and Mental Health Services Administration





# Plenary

- **Michael Cunningham, Acting Director, CA Department of Alcohol and Drug Programs (ADP)**
  - Shared his vision and hope for the field, noting opportunities with transition of ADP into Department of Health Care Services. He also introduced a new cost-benefit analysis report.
- **Dr. Jon Perez, Substance Abuse and Mental Health Services Administration (SAMHSA)**
  - California makes up a quarter of SAMHSA budget and is influential voice in prevention. The Summit participants can provide input on current prevention related issues, namely President's national dialogue on mental health.
- **Secretary Diana S. Dooley, Department of Health and Human Services (DHHS)**
  - Working together to ensure quality, effective health services, especially with the rollout of the Affordable Care Act. Early identification and prevention are paramount.

# Perspectives Across Prevention

## *Moving Prevention to the Forefront: A Call to Action*

- Laura Colson, CA Department of Alcohol and Drug Programs
- Jacquolyn Duerr, CA Department of Public Health
- Tom Herman, CA Department of Education

## *Prevention Perspectives: A Conversation with Leaders in the Field*

- Steve Wirtz, CA Department of Public Health
- Connie Moreno-Peraza, Napa County
- Gary Najarian, San Francisco County Department of Public Health



# Key Discussion Themes

## Objective #1 Promote and Elevate Prevention

- Find opportunities for promotion within Affordable Care Act (ACA) and Mental Health Services Act (MHSA)
- Always be at the table when focusing on healthy communities
- Utilize cost benefit data, especially the new report
- Influence social norms and marketing
  - Learn from other successful campaigns, specifically tobacco



# Key Discussion Themes *cont.*

## Objective #2: Identify linkages in Prevention

- Need for valid and reliable data
  - California Healthy Kids Survey (CHKS) is a key source of data and it is in jeopardy
- Identify opportunities for change
  - Organizational and structural changes at state and county level represent an opportunity
- Sustain substance abuse prevention within larger prevention context
  - Strategic thinking and planning through partnership
- Think more broadly than only substance ***abuse***
  - Preventing and mitigating harms and consequences



# Key Discussion Themes *cont.*

## Objective #3: AOD as part of larger wellness efforts

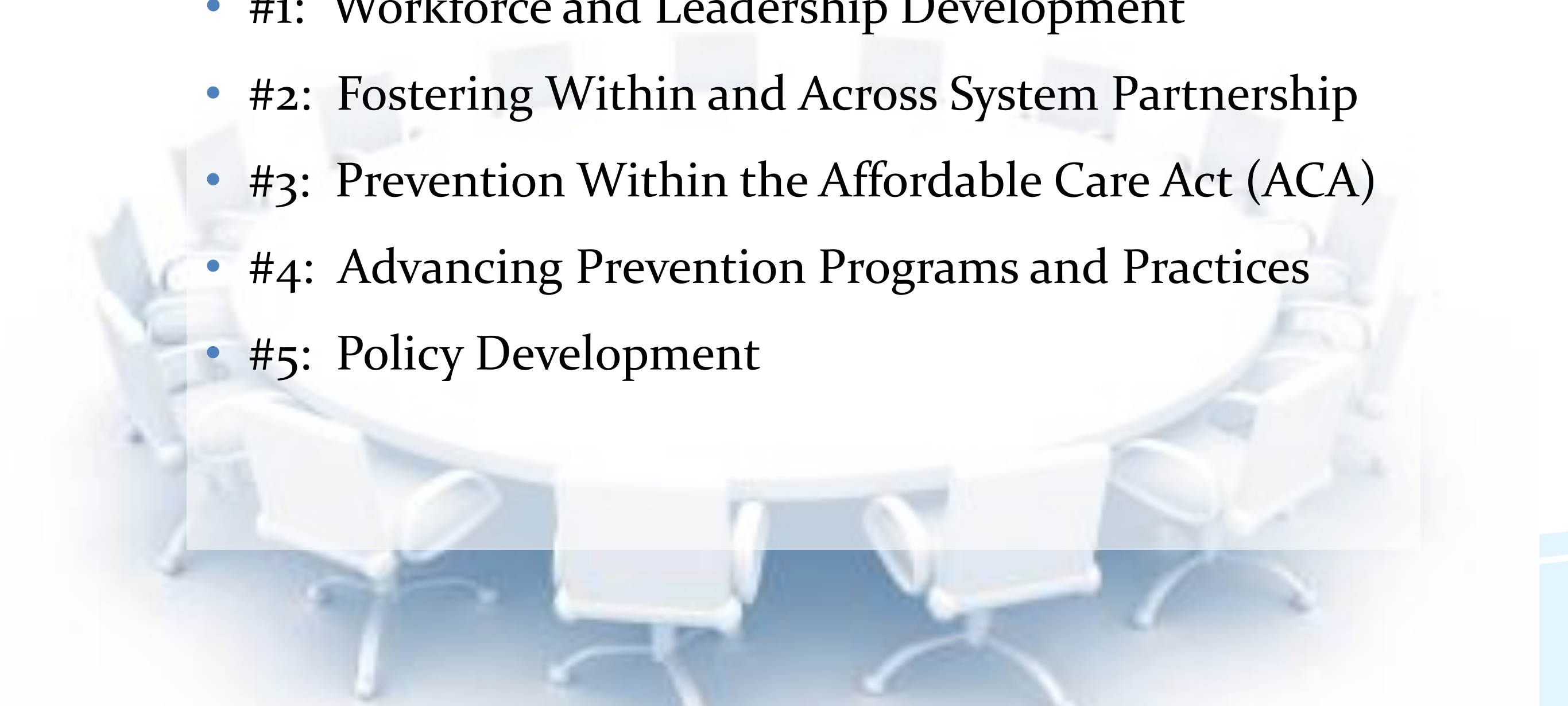
- Need to assess the cost savings that occurs when prevention works
- Communication with other, similarly focused efforts with common outcomes to promote developmental assets in youth
- Explore funding structures to ensure support community prevention, which compliments the existing focus on clinical and individual prevention. Determining common community prevention measures, such as by census track or other population level data, can provide a standard for this work
- A professional workforce that is supported by a set of core competencies and trainings that reflect both IC&RC and SAMHSA models
- Action! Moving beyond discussion into advocacy
- Collective Impact, develop a common prevention agenda
- “Occupy” prevention, capitalize on what has been started, build more momentum and achieve a presence at convenings





# Breaking it Down: Workgroups

## Topics

- #1: Workforce and Leadership Development
  - #2: Fostering Within and Across System Partnership
  - #3: Prevention Within the Affordable Care Act (ACA)
  - #4: Advancing Prevention Programs and Practices
  - #5: Policy Development
- 



# Workgroup #1: Workforce and Leadership Development

- Discussion
  - Difference between workforce and leadership development
  - Leadership: formal vs informal, both are important
  - Identify skill sets that are transferable across disciplines and issues
- Goals/Recommendations
  - Support the pursuit of prevention as a viable, credible, transferrable career through educational and professional avenues
  - Build the capacity of the current substance abuse prevention field with professional development (knowledge and skills)
  - Build leadership at state and local levels (e.g. CADPAAC)



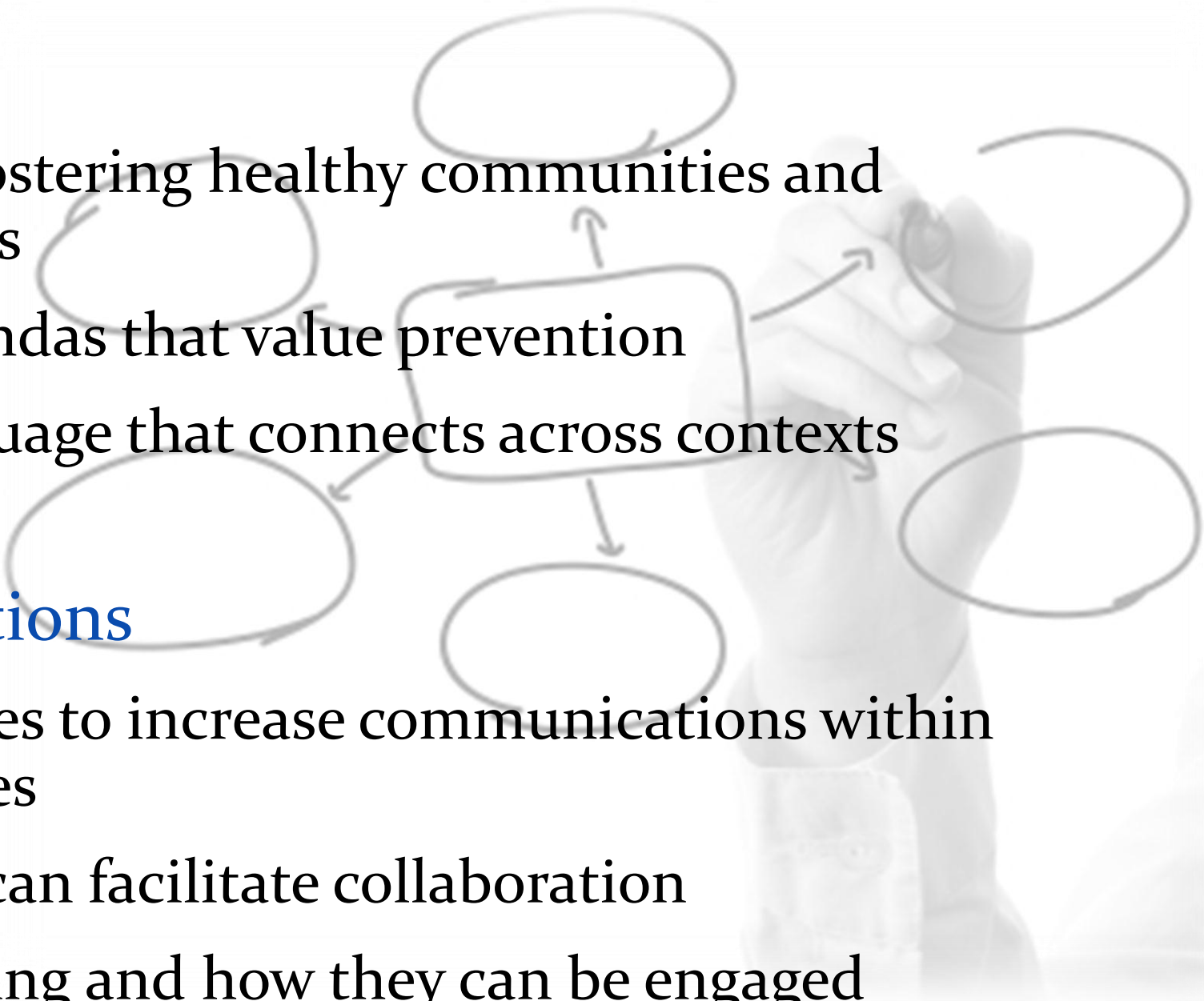
# Workgroup #2:

## Fostering Within and Across System Partnership

- Discussion

- For the purpose of fostering healthy communities and sustaining our efforts
- Create common agendas that value prevention
- Use prevention language that connects across contexts and systems

- Goals/Recommendations

- Identify opportunities to increase communications within and between agencies
  - Establish hubs that can facilitate collaboration
  - Identify who is missing and how they can be engaged
- 



# Workgroup #3:

## Prevention within the Affordable Care Act (ACA)

- Discussion

- Define and conceptualize prevention as it relates to ACA implementation
  - Think about prevention in terms of wellness
- How to better support and guide prevention coordinators to be involved with ACA implementation

- Goals/Recommendations

- Collaborate with mental health on the ideas and discussion that have taken place at this summit regarding prevention's role with ACA
- Provide additional information and guidance to prevention coordinators regarding ACA
- Build cross system bridges and identify leaders



# Workgroup #4:

## Advancing Prevention Programs and Practices

- Discussion

- Is there consensus in CA on what constitutes effective programs and practices to achieve collective impact, how do we get there?
- Use of technical assistance and training to build capacity of the workforce to implement these best practices and achieve collective impact

- Goals/Recommendations

- Develop and adopt a set of statewide outcomes
- Offer more statewide convenings, use a learning community format, network, showcase strategies, keep the field informed and vibrant, build expertise






# Workgroup #5: Policy Development

- Discussion

- Increase the voice of prevention in order to mobilize better support for policy
- Look for ways to tie legislation to policy

- Goals/Recommendations

- Develop infrastructure to move prevention forward (and more specifically substance abuse prevention)
  - Develop and convene small workgroup to address policy issues
  - Utilize community organizing as a strategy to support policy development and adoption
- 




# Next Steps and Recommendations from the Summit

- Prepare and submit recommendations to Dr. Perez
  - CARS offered follow-up webinar to continue discussion
- Compile summary notes from the convening and distribute to the participants
  - CARS will connect with each workgroup to facilitate follow-up activities
- Continue planning
  - Plan a follow-up convening with large group/small group (CARS)
  - Conduct background review and assessments (CARS)
  - Identify additional representatives



# How Can GPAC Members Be Involved?

- Participate in workgroup activities
  - Participate in future convenings
  - Request updates and reports back to GPAC
- 



# Thank You!



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